GE
Lighting

retail

shopping in a whole new light

Heinen's Grocery Store - Twinsburg, OH

Heinen's Grocery Store combats relamping with lighting that lasts

Grocer finds "assets" in GE's Lumination™ IS Series LED Luminaires

THE SITUATION

Staying on the cutting edge of technology is one way Heinen's Grocery Store creates an experience that keeps shoppers coming back, and lighting is essential to this equation—minus the time and cost of replacing lamps. When the Northeast Ohio grocer went looking for lighting that could last, it found an ally in GE—and an answer in LED—that together keep the ladders and lifts tucked away.

When Heinen's Grocery Store decided to refashion many of its 19 neighborhood locations, it looked at best practices for energy use in commercial buildings, particularly for lighting. After replacing HID fixtures with T5 fluorescent lamps in several stores, the grocer learned about GE's new Lumination™ IS Series LED Luminaires and selected them for its Twinsburg, Ohio, location.

THE SOLUTION

Lumination IS Series Luminaires provide an indirect light source for a sophisticated appearance. The suspended LED fixtures offer long L85 @ 65,000 hour rated life that will help slash re-lamping costs, and both 1'x4' and 1'x8' models snap together to create long continuous runs above aisles.

"GE jumped ahead with this fixture—my first reaction was 'wow!' And later when I looked at aisles versus those that didn't have the light—it was a double 'wow!' LED got rid of lamps—now we have assets."

- Bill Wells, Director of Store Planning, Heinen's Grocery Store

Moving ahead, Heinen's Grocery Store will evaluate additional LED solutions from GE, including Albeo™ high bay fixtures to add "punch" in its produce departments. Already, GE's Evolve™ LED Area Lights are installed in one store parking lot and soon will be added to a warehouse location as well.

For more information, visit **gelighting.com/grocery**.

OPERATING IMPACT

- Improved energy efficiency and longer life compared to traditional fluorescent lighting
- High-quality color rendering up to 80 CRI

ENVIRONMENTAL IMPACT

- L85 @ 65,000 hour rated life, dimmable, and can be seamlessly integrated with lighting controls for even greater energy and maintenance savings

imagination at work

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